

Rep Order# 6832083 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 104403

Printed: 07/18/2012 10:30 AM
Last Received: 07/12/2012 4:04 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () HELLER FOR SENATE
Product HELLER FOR SENATE
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-TU	11A-12P	RR	:30	\$225.00	10/15-10/16	2	1	2	\$450.00	
				Buyline Comment: RR								
	12	W-F	11A-12P	RR	:30	\$225.00	10/10-10/12	3	1	3	\$675.00	
				Buyline Comment: RR								
	13	W-F	12P-1230P	NEWS	:30	\$275.00	10/10-10/12	3	1	3	\$825.00	
				Buyline Comment: NEWS								
	14	M-TU	12P-1230P	NEWS	:30	\$275.00	10/15-10/16	2	1	2	\$550.00	
				Buyline Comment: NEWS								
	15	M-TU	1230P-1P	AGENDAY	:30	\$225.00	10/15-10/16	2	1	2	\$450.00	
				Buyline Comment: AGENDAY								
	16	W-F	1230P-1P	AGENDAY	:30	\$225.00	10/10-10/12	3	1	3	\$675.00	
				Buyline Comment: AGENDAY								
	17	W-F	1P-2P	DAYS	:30	\$275.00	10/10-10/12	3	1	3	\$825.00	
				Buyline Comment: DAYS								
	18	M-TU	1P-2P	DAYS	:30	\$275.00	10/15-10/16	2	1	2	\$550.00	
				Buyline Comment: DAYS								
	19	M-TU	2P-3P	DRS	:30	\$225.00	10/15-10/16	2	1	2	\$450.00	
				Buyline Comment: DRS								
	20	W-F	2P-3P	DRS	:30	\$225.00	10/10-10/12	3	1	3	\$675.00	
				Buyline Comment: DRS								
	21	W-F	3P-4P	PHIL	:30	\$300.00	10/10-10/12	3	1	3	\$900.00	
				Buyline Comment: PHIL								

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	22	M-TU	3P-4P	PHIL	:30	\$300.00	10/15-10/16	2	1	2	\$600.00	
				Buyline Comment: PHIL								
	23	M-TU	4P-430P	NEWS	:30	\$450.00	10/15-10/16	2	1	2	\$900.00	
				Buyline Comment: NEWS								
	24	W-F	4P-430P	NEWS	:30	\$450.00	10/10-10/12	3	1	3	\$1,350.00	
				Buyline Comment: NEWS								
	25	W-F	430P-5P	NEWS	:30	\$450.00	10/10-10/12	3	1	3	\$1,350.00	
				Buyline Comment: NEWS								
	26	M-TU	430P-5P	NEWS	:30	\$450.00	10/15-10/16	2	1	2	\$900.00	
				Buyline Comment: NEWS								
	27	M-TU	5P-630P	NEWS	:30	\$900.00	10/15-10/16	4	1	4	\$3,600.00	
				Buyline Comment: NEWS								
	28	W-F	5P-630P	NEWS	:30	\$900.00	10/10-10/12	6	1	6	\$5,400.00	
				Buyline Comment: NEWS								
	29	W-F	630P-730P	WHEEL	:30	\$750.00	10/10-10/12	6	1	6	\$4,500.00	
				Buyline Comment: JEP/WHEEL								
	30	M-TU	630P-730P	WHEEL	:30	\$750.00	10/15-10/16	4	1	4	\$3,000.00	
				Buyline Comment: JEP/WHEEL								
	31	M-TU	730P-8P	FACE	:30	\$450.00	10/15-10/16	2	1	2	\$900.00	
				Buyline Comment: FACE								
	32	W-F	730P-8P	FACE	:30	\$450.00	10/10-10/12	3	1	3	\$1,350.00	
				Buyline Comment: FACE								

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Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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44	SA	5P-630P		:30	\$450.00	10/13-10/13	2	1	2	\$900.00
	Buyline Comment: NEWS									
45	SA	630P-730P		:30	\$375.00	10/13-10/13	1	1	1	\$375.00
	Buyline Comment: JEP\WHEEL									
46	SA	1130P-1A		:30	\$750.00	10/13-10/13	1	1	1	\$750.00
	Buyline Comment: SNL									
47	SU	6A-7A		:30	\$225.00	10/14-10/14	1	1	1	\$225.00
	Buyline Comment: NEWS									
48	SU	7A-8A		:30	\$500.00	10/14-10/14	1	1	1	\$500.00
	Buyline Comment: SUN TODAY									
49	SU	8A-9A		:30	\$1,900.00	10/14-10/14	1	1	1	\$1,900.00
	Buyline Comment: MTP									
50	SU	9A-930A		:30	\$250.00	10/14-10/14	1	1	1	\$250.00
	Buyline Comment: NEWS									
51	SU	930A-10A		:30	\$375.00	10/14-10/14	1	1	1	\$375.00
	Buyline Comment: CM									
52	SU	4P-515P		:30	\$1,600.00	10/14-10/14	1	1	1	\$1,600.00
	Buyline Comment: FNIA									
53	SU	515P-830P		:30	\$8,000.00	10/14-10/14	1	1	1	\$8,000.00
	Buyline Comment: SNF									
54	SU	8P-9P		:30	\$6,500.00	10/14-10/14	1	1	1	\$6,500.00
	Buyline Comment: NFL POSTGAME									

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	55	SU	1130P-12A	SPORTS NIGHT	:30	\$200.00	10/14-10/14	1	1	1	\$200.00	
Buyline Comment: SPORTS NIGHT												

---REPORT TOTALS---
 Report Totals: 133 / \$80,325.00

---SALES MONTHLY TOTALS---

Oct 12: 133 / \$80,325.00
 Sales Totals: 133 / \$80,325.00
 Station Totals: 133 / \$80,325.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$276,983	CATV 0%	KBIR 0%	KINC 0%	KLAS 26%	KSNV 29%
		KTNV 18%	KTUD 1%	KVCW 1%	KVMY 1%	KVVU 24%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES

Books NOV12
 Demos RA35+

---CREDIT RISK---
 CASH IN ADVANCE